

# 2017-2018 ANNUAL REPORT

## OUR MISSION:

The Premie Parent Alliance (PPA) is a collaborative of NICU Support Organizations led by NICU Parent Professionals.

PPA provides a platform for these leaders to come together as a collective voice representing the needs and best interests of NICU families in all facets of healthcare policy, care guidelines, advocacy, education and family support.



Preemie Parent Alliance  
For Premie Parents....By Premie Parents

# LETTER FROM OUR PRESIDENT

---

Dear Members, Supporters, and Colleagues,

Compiling information for our 2017-2018 annual report has been a remarkable exercise in reflection. So often we are focused on hitting the big goals or waiting for a program to reach a particular milestone that we forget to celebrate the thousands of tiny steps and accomplishments it takes to get to those milestones. I am thrilled to share this celebration of achievement with all of you.

When the six NICU Parent Leaders, who would become the founders of the Preemie Parent Alliance, first sat down around a conference table in 2011 to hammer out what this network could be, we knew three things for sure:

1. Grassroots NICU Support Organizations that were parent-led were operating in silos.
2. The voice of the NICU parent was grossly under-represented in matters of healthcare policies, care guidelines, education, and advocacy.
3. No other US-based organization existed at the time that could become the bridge to form a collective NICU parent voice alongside all other stakeholders in Maternal Infant Health.

As with any organization, especially one that seeks to represent the voice of many, it has taken some time to grow a vision into reality. I could not be more proud of the hard work, commitment to excellence, and collaborative spirit that has always inspired our Leadership Team, committee members, volunteers, and staff to ensure the Preemie Parent Alliance continues to grow intentionally and thoughtfully. What guides us is always asking, "What is best for ALL NICU families? What is best for ALL PPA members?" With that in mind, we cannot go astray.

I thank *you*, our **Members**, for your loyalty to the greater good. It takes a mature leader to set aside one's own goals to focus on initiatives that benefit more than your organization.

I thank *you*, our **Industry Supporters**, for your commitment to a better future for NICU babies and their families through your research efforts, product development, and advocacy work.

I thank *you*, our **Provider Colleagues & Partners**, for understanding that the NICU experience starts well before birth and lasts long after discharge and that the health of the parent is key to the health and development of the baby.

I thank *you*, our **Staff, Volunteers, and Professional Service Providers**, for always giving more than is asked of you and for understanding that any success we achieve for families is only attainable when all components of our operations are working.

I thank *you*, our **Donors**, for taking a chance on a start-up social entrepreneur entity. Your confidence in our ability to make a change and your encouragement to keep going when things get challenging means more than I can say.

Thank *you* for an incredible eight years. Please join us in celebrating all that we have done together.

Warmly,



**Keira Sorrells**, Founder & President  
Preemie Parent Alliance

Preemie Parent Alliance  
1888 Main St., C-144  
Madison, MS 39110  
(601) 345-1772

## MISSION & PURPOSE

Preemie Parent Alliance provides a platform for NICU Parent Leaders to come together as a collective voice representing the needs and best interests of NICU families in all facets of healthcare policy, care guidelines, advocacy, education & family support.

### Our Purpose



#### REPRESENT

##### Best Interests of Families

The PPA represents the needs and best interests of NICU families in all facets of healthcare policy, care guidelines, advocacy, education, and family support.



#### EDUCATE

##### Emerging and Established NICU Parent Leaders

Educate emerging and established parent leaders about the urgent needs, concerns, and policies affecting parents with a critically ill baby in the Neonatal Intensive Care Unit.



#### ELEVATE

##### Our Collective Voice

The PPA provides a platform to bring the collective voice of NICU families to the forefront

*"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."*

- Margaret Mead

# THANK YOU 2017-2018 VOLUNTEER LEADERS

## LEADERSHIP TEAM

Jennifer Canvasser  
Lisa Grubbs  
Kelli Kelley  
Gigi Khonyongwa-Fernandez  
Kristy Love  
Bob Selby  
Keira Sorrells

## OPERATIONS TEAM

Bonnie Berglund  
Front Porch Fodder  
Cristal Grogan  
Danielle Wesolowski

## SUMMIT PLANNING COMMITTEE

Keira Sorrells (Chair), Angela Davids,  
Cristal Grogan, Jenné Johns,  
Tracey Pella, Stacey Porter

1

## SPEAKERS BUREAU COMMITTEE

Brittany Lothe (Chair), Katie Cascamo, Crystal Duffy, Amanda Santoro

2

## MEMBER ENGAGEMENT COMMITTEE

Bob Selby (Chair), Anna David, Jennifer Degl, Jennifer Driscoll, Gigi Khonyongwa-Fernandez, Ashley Mann, Rosie Moore, Simone Rosito, Erin Thatcher

3

## STANDARDS COMMITTEE

Stephanie Vaughan (Chair), Jennifer Degl, Deb Discenza, Jennifer Driscoll, Erika Goyer, Cristal Grogan, Yamile Jackson, Laurel Kapferer, Kelli Kelley, Kristy Love, Heather Tanner, Christine Yang

4

## MAJOR ACCOMPLISHMENTS:

# EXPANSION OF MEMBERSHIP OPTIONS

- Tiered dues structure based on annual budget
- Added NICU Parent Insider level for individual graduate NICU parents
- Added Industry Collective for Industry stakeholders

# INCREASED MEMBERSHIP ENGAGEMENT

# INCREASED ORGANIZATIONAL REACH



2017

My NICU Network course development



2017-2018

Webinar series  
15 webinars  
in on demand  
library



2018

Hosted  
8th Annual  
Premie Parent  
Summit



2018

My NICU Network course launch and QI Study



## MEMBERSHIP:

3 Countries

Countries Include:

PPA has members in BR,  
the UK, and the USA

19 States

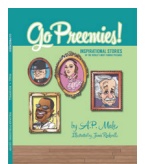
States Include:

CA, CO, CT, FL, IA, IL, IN, MA,  
MD, MO, MS, NE, NY, OH, OR,  
PA, TX, VA, WA

# 30% Growth Rate

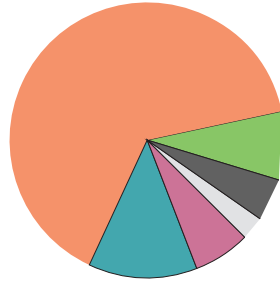
Without you there would be no US

## OUR MEMBERS:



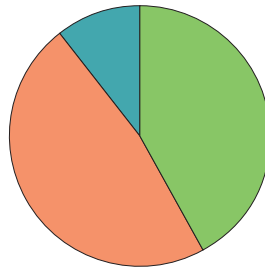
## FINANCIALS:

**2017-2018  
INCOME  
SUMMARY**  
TOTAL INCOME  
**\$121,500**




	Amount
Educational Resources	\$6,200.00
Individual Donations	\$3,500.00
Grants	\$8,000.00
Annual Summit	\$15,400.00
Corporate Sponsorship	\$78,700.00
Membership Dues	\$9,700.00
<b>Total</b>	<b>\$121,500.00</b>

**2017-2018  
EXPENSE  
SUMMARY**  
TOTAL EXPENSES  
**\$115,800**



	Amount
Programs	\$12,100.00
Annual Summit	\$54,900.00
Operations	\$48,800.00
<b>Total</b>	<b>\$115,800.00</b>

**THANK YOU**  
*to our* **SPONSORS**

 **Prolacta<sup>®</sup>**  
**B I O S C I E N C E**  
Advancing the Science of Human Milk

**AstraZeneca**  **Shire** **patientslikeme<sup>®</sup>**

 **SAGE**  
THERAPEUTICS

**Dräger**

 **The Wellness**  
NETWORK

 **Vivicare**  
Health Partners

## REACH:



### MEMBER HIGHLIGHTS

111 social media posts highlighting the work of our members in 2018



### WEBINARS

Find out stats for total webinar views



### WEBSITE

11,000 unique website visitors in Q3-Q4 2018



### FACEBOOK

Find out stats for Facebook followers

## Collaborative Representation & Presentations

